Playboy.

New low-tar with that Tareyton plus:

Flavor improved by charcoal.

The U.S. Environmental Protection Agency reports that charcoal is the best available method for filtering water. It's also used to mellow the taste of the finest bourbons.

Plain white filters remove taste. Tareyton's charcoal filter actually improves flavor. That's why Tareyton goes low-tar one better.

Only 8 mg.

New Tareyton lights

Also Tareyton Filter Kings and 100's

"Us Tareyton smokers would rather fight than switch."

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Lights: 8 mg. "tar", 0.7 mg. nicotine
King Size: 16 mg. "tar", 1.2 mg. nicotine; 100 mm: 16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/nkk00000